

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
 Organization
 International Bureau



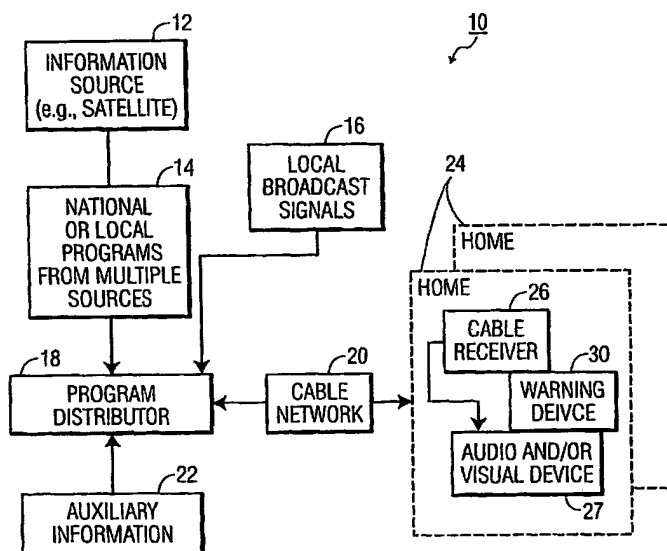
(43) International Publication Date
 27 May 2004 (27.05.2004)

PCT

(10) International Publication Number
WO 2004/045211 A1

- (51) International Patent Classification⁷: **H04N 7/025**
- (21) International Application Number:
 PCT/US2003/026648
- (22) International Filing Date: 25 August 2003 (25.08.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
 60/425,611 12 November 2002 (12.11.2002) US
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- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:**
 — with international search report
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

(54) Title: CONVERSION OF ALERT MESSAGES FOR DISSEMINATION IN A PROGRAM DISTRIBUTION NETWORK



(57) Abstract: A system for inserting alert based information into broadcast programming over a program distribution network. A program distributor (18) transmits broadcast programming over program distribution network via a network fabric (20). When program distributor (18) receives alert based information, the program distributor (18) converts the alert information from a first format to a second format compatible with the broadcast programming and the program distributor (18) inserts the converted alert into a signal carrying the broadcast programming via the network fabric (20). A method is also disclosed for inserting alert based information into a broadcast programming transmitted over a program distribution network.